

PROJECT NUMBER: 2305
PROJECT TITLE: Flavor Development-Brand Modification-Menthol/Distinctive
PROJECT LEADER: H. M. Maxwell
PERIOD COVERED: June, 1988

I. ALTERNATIVE FLAVORS:

A. Objective: To identify and qualify alternative sources for flavoring materials.

B. Status: An alternate vendor of black licorice is currently being considered. Semi-works cigarettes were produced and released for testing on the Cross-Operations panel. Cigarettes for POL testing of another flavor alternative are being produced in Semi-works this week.

C. Plans:

Cross Operation Mail- July, 1988
Out Panel Results

Cigarette Production June, 1988
For Modified Flavor POL
(Merit 85)

II. PROJECT MOOG:

A. Objective: To develop the expertise to produce cigarettes that are subjectively equivalent to Salem, Newport and Kool.

B. Status: Development work to gain subjective advantage is in progress. A paired comparison POL testing N-type cigarettes versus Newport was requested. It will utilize menthol application II.

C. Plans:

Flavor Development June/July, 1988
for Subjective Advantage

N-type POL (Cigarette Making) June, 1988

III. PROJECT LEVO:

A. Objective: To determine the subjective differences between 100% natural and 100% synthetic menthol and to develop flavors to make them subjectively equivalent so that manufacturing would have complete flexibility to use them at any ratio.

B. Status: Merit POL retesting of 100% natural vs. 100% synthetic menthol is being closed out. Data will be combined with that of Test I in order to better define subjective differences.

C. Plans:

POL Results: June, 1988

IV. MENTHOL RELEASE COMPOUND:

- A. Objective: To develop a mentholated charcoal-filtered cigarette utilizing a menthol release compound.
- B. Status: Additional cigarettes were made utilizing the foam bound rod process to apply MGC. Menthol levels of these cigarettes were found to be unacceptably low. Reasons for MGC application problems are being considered and a remake will be scheduled.
- C. Plans:
- | | |
|------------------|-----------------|
| Cigarette Remake | To be scheduled |
|------------------|-----------------|

V. LOW TAR CIGARETTE DEVELOPMENT

- A. Objective: To develop low tar cigarettes with the subjective character of higher tar cigarettes.
- B. Status: Semi-works cigarettes were produced to evaluate the radically different blend concept. Although analytical results were disappointing, subjectives seem promising. Cigarettes have not been produced yet for the flavor concept.
- C. Plans:
- | | |
|----------------------|------------|
| Cigarette Production | July, 1988 |
| Internal Testing | July, 1988 |

VI. ALTERNATE HUMECTANT PROGRAM:

- A. Objective: To develop the capability to produce cigarettes that are glycerin-free and cigarettes that are propylene glycol and glycerin-free, while maintaining product subjective integrity.
- B. Status: G-free POL cigarettes will be remade. Models for the PG/G-free program were requested.
- C. Plans:
- | | |
|--|------------|
| G-free POL Remake | July, 1988 |
| Semiworks PG/G-Free Cigarette Production | July, 1988 |

VII. PROJECT FAMOUS:

- A. Objective: To optimize US export Chesterfield, and from this basis, define guideline specifications for Chesterfield worldwide.
- B. Status: Two prototypes with special casings and flavors were developed on-site at FTR, and were consumer tested in Switzerland. Both showed parity with the local brand. Famous IIA was selected for POL testing here versus Camel 84mm.

C. Plans:

POL Testing of Famous IIA July, 1988
versus Camel

Continued Product Ongoing
Development

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C
N

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